

Advertising and Promotion Funds
City of Jonesboro, Arkansas
January 2025

	Prepared Foods Fund		3% Hotel/Motel Fund		1% Hotel/Motel Fund	
	Monthly	Annual	Monthly	Annual	Monthly	Annual
Beginning Fund Balance	\$ 9,761,919	\$ 9,761,919	\$ 243,346	\$ 243,346	\$ 45,289	\$ 45,289
NET Prepared Foods	567,016	567,016				
NET 3%			(14,220)	(14,220)		
NET 1%					26,080	26,080
Event Net Activity -2025 Jonesboro Gravel			-	-		
Interest Earnings	25,698	25,698	644	644	1,256	1,256
Current Fund Balance	\$ 10,354,633	\$ 10,354,633	\$ 229,770	\$ 229,770	\$ 72,626	\$ 72,626

Prepared Foods Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 588,535	\$ 588,535	\$ 588,535			
Expenses	21,519	21,519				
NET	\$ 567,016	\$ 567,016				
			May	June	July	August
			September	October	November	December
			Total	\$ 588,535		\$ 588,535

3% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 78,240	\$ 78,240	\$ 78,240			
Expenses	92,461	92,461				
NET	\$ (14,220)	\$ (14,220)				
			May	June	July	N/A
			September	October	November	N/A
			Total	\$ 78,240		\$ 78,240

1% Hotel/Motel Fund

	Monthly	YTD	Monthly Tax Collections			
			January	February	March	April
Revenues	\$ 26,080	\$ 26,080	\$ 26,080			
Exp - JMC Soccer Turf Project	-	-				
NET	\$ 26,080	\$ 26,080				
			May	June	July	N/A
			September	October	November	N/A
			Total	\$ 26,080		\$ 26,080

Monthly & YTD Comparisons

	Monthly				YTD			
	Current Yr	Prior Yr	\$ Change	% Change	Current Yr	Prior Yr	\$ Change	% Change
Prepared Foods	\$ 588,535	\$ 599,719	\$ (11,184)	-2%	\$ 588,535	\$ 599,719	\$ (11,184)	-2%
3% Hotel/Motel	78,240	68,767	9,473	14%	78,240	68,767	9,473	14%
1% Hotel/Motel	26,080	22,922	3,158	14%	26,080	22,922	3,158	14%

Embassy Suites 3%

	January	February	March	April	May	June	Mid-Yr Totals
TOTALS	\$ 16,168.87	N/A	N/A	N/A	N/A	N/A	\$ 16,168.87
	July	August	September	October	November	December	YTD Totals
TOTALS	N/A	N/A	N/A	N/A	N/A	N/A	\$ 16,168.87

Fund 80 - Hotel/Motel 3% Fund Expenditure

Grant Award					
Payee	Description	Date	Check No.	Amount	
2024 Grant Awards					
Martin Luther King Commission	MLK Day Parade	1/8/2025	159299	\$	2,500
2025 Grant Awards					
Miss Greater Jbr Scholarship Org	Scholarship Pageant	1/8/2025	159300	\$	2,500
				Total Grant Award Expense	\$ 5,000
Administrative Expense					
Payee	Description	Date	Check No.	Amount	
Christy Appleton	Administrative	YTD	Check	\$	1,000
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH		4,538
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH		347
Young Investments	Office Space	YTD	Check		3,900
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check		135
Insurance & Licenses	Detail Available Upon Request	YTD	Check		60
Professional Services	Detail Available Upon Request	YTD	Check		15,010
Advertising & Promotion	Detail Available Upon Request	YTD	Check		0
Supplies	Detail Available Upon Request	YTD	Check		0
Office Supplies	Detail Available Upon Request	YTD	Check		0
Website Hosting/Maint & Design	Detail Available Upon Request	YTD	Check		1,335
A&P Misc Event Sponsorship	Detail Available Upon Request	YTD	Check		27
				Total Administrative Expense	\$ 26,353
Other					
Payee	Description	Date	Check No.	Amount	
JHP/Embassy Suites	2024 Reimbursements (Q4)	1/22/2025	159417	\$	61,108
JHP/Embassy Suites	2025 Reimbursements (Q1, Q2, Q3)	YTD	Check		
				Total Other Expense	\$ 61,108
				Total 3% H/M Expense	\$ 92,461

Fund 82 - Prepared Foods Fund Expenditure

Sports Complex Project					
Professional Services					
Payee	Description	Date	Check No.	Amount	
Victus Advisors	Feasibility Study	1/8/2025	159292		16,633
				Total Professional Services	\$ 16,633
				Total Sports Complex Project Expense	\$ 16,633
Administrative Expense					
Payee	Description	Date	Check No.	Amount	
Craig Rickert	Salary+Stipend Expense (50%)	YTD	ACH	\$	4,538
US Gov. & State of Arkansas	FICA (Employer) & Unemployment Taxes	YTD	ACH		347
Travel & Exp Reimb	Detail Available Upon Request	YTD	Check		0
Advertising & Promotion	Detail Available Upon Request	YTD	Check		0
Maintenance Bldg & Grounds	Detail Available Upon Request	YTD	Check		0
				Total Administrative Expense	\$ 4,886
				Total Prepared Foods Expense	\$ 21,519